Inspired by the Early American Artistry of Paul Revere

A MASTERPIECE IN SILVERWARE FROM THE HERITAGE GUILD COLLECTION℠

THE HERITAGE GUILD COLLECTION PROUDLY PRESENTS IT'S FIRST EXCLUSIVE OFFERING...

A Limited Edition Based on a Museum Treasure Adapted to Modern Living.

The inspiration for this premiere Heritage Guild Collection offering comes directly from America's cradle of liberty.

This magnificent Early American Tea and Coffee Service is based on one of the greatest and richest creations of Colonial America's best known silversmith, Paul Revere. It is an authentic adaptation of the Revere teapot; a masterpiece exhibited in Boston's Museum of Fine Arts.

The design and development of this superb silverplate service has taken more than two years. During that time, American Express has consulted with outstanding antiquarians and Early American silver specialists. All of these now acclaim this first Heritage Guild Collection offering as one of the truly great achievements of contemporary silversmithing. They base this opinion on the fact that this service is not merely a copy of Revere's work, but rather, an inspired adaptation which captures all the spirit and historical associations of the original.

Designed to be used and lived with, each of the five pieces that make up the set is an impressive work in the Early American tradition, reflecting the candlelight appeal and graceful atmosphere of Colonial elegance captured in Revere's original teapot.

American Express is proud to present you with the unique and exclusive opportunity to acquire this beautiful symbol of America's historic past.

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American Express Company
Heritage Guild Collection Center
P.O. Box 1063 Dept. No. 6229
Dayton, Ohio 45401

Dear Cardmember:

As an American Express® Cardmember, you are privileged to receive the first exclusive offering of a prized museum treasure adapted to modern living:

THE HERITAGE GUILD COLLECTION TEA AND COFFEE SERVICE

Based on a famous silver teapot created by Paul Revere in the 18th Century, this 5-piece service gives you a rare opportunity to own and enjoy heirloom-quality silverware representative of truly great American craftsmanship. The Early American experts of the Museum of Fine Arts in Boston have endorsed this contemporary interpretation of the spirit and styling of the Revere teapot in their possession.

This Heritage Guild Collection Service is not the usual volume production kind of set you find in most stores today. Crafted by the distinguished Lunt Silversmiths of Greenfield, Massachusetts, this superb tea and coffee service represents the finest custom workmanship in the best traditions of the great Early American silversmiths.

To fully appreciate the true elegance of this custom-crafted silverware, you should examine and live with it in your home for the free 15-day trial which American Express offers you. See the attached Reservation Form for details. But please don't delay in sending in your reservation. The number of these services which can be made is limited. To avoid disappointment, fill in and mail your reservation form today.

P.S. To expedite your order, you may order by phone toll free, 24 hours a day, 7 days a week. Call 800-228-9898. In your area you may have to call 1-800-228-9898. In Nebraska call 571-8100 collect.

Sincerely,

Robert L. Meyers
Vice President, Card Division

WITH THIS MARK, AMERICAN EXPRESS® BRINGS THE CLASSIC BEAUTY OF THE PAST TO LIFE.

For Americans, living in a nation barely beyond infancy on the grand scale of history, it is natural that their focus on the past should center mainly on the 18th and 19th centuries. In the classic and beautiful designs of the furnishings and accessories of those periods they see a quality of life beyond that offered by modern mass-produced articles.

But the wish to recreate in their homes the atmosphere and spirit of those early times is almost impossible to fulfill authentically.

Most of the work of the great craftsmen of the past is now locked away in museums and private collections. There, these rare pieces remain only to be seen and studied as the social history of the people of their day, rather than to be lived with and enjoyed in everyday use.

To fill this void for people of taste and discrimination, American Express has established the Heritage Guild Collection℠. Its mark symbolizes the dedication to bringing articles authentically representative of the masterworks of great craftsmen out of museums and private collections into the world of modern living.

Our invitation to share in this heritage of craftsmanship is limited to American Express Cardmembers. Because of the production limitations imposed on Heritage Guild Collection offerings, fewer than one-half of one percent of all Cardmembers will be able to acquire these heirloom quality articles.

Should you be fortunate enough to become the owner of any Heritage Guild Collection offering, you will be assured of the deep and enduring satisfaction of using and enjoying an authentic and painstakingly crafted collector's item certain to become a valued family heirloom.

THE HERITAGE GUILD COLLECTION RECREATES THE ARTISTRY OF ONE OF AMERICA'S MOST CELEBRATED SILVERSMITHS THROUGH TWENTIETH CENTURY CRAFTSMANSHIP.

Where do you find master craftsmen today who can work in the traditions of an 18th Century trade?

In the course of research for the Heritage Guild Collection's Tea and Coffee Service, we located such highly skilled workers at Lunt Silversmiths in Greenfield, Massachusetts. The firm dates its craft inheritance back to 1690 when William Moulton, an outstanding silversmith of the time, began to fashion table silver for the wives of the sea captains and other gentry of the flourishing towns along the Massachusetts coast. Moulton's heritage of fine design and craftsmanship in the great tradition of the ancient art of the guild of silversmiths has continued to the present, through several generations of the Lunt family.

Commissioned to produce the Heritage Guild Collection's Silverplate Tea and Coffee Service, Lunt Silversmiths have created a lovely and lasting tribute to one of America's best known heroes.

In the light of Paul Revere's reputation and talent, anything less than the finest quality and flawless workmanship in this adaptation of one of his best known works would have been totally unacceptable for the Heritage Guild Collection. Working to the most stringent standards of excellence, the skilled artisans of Lunt Silversmiths have created a genuine masterpiece.

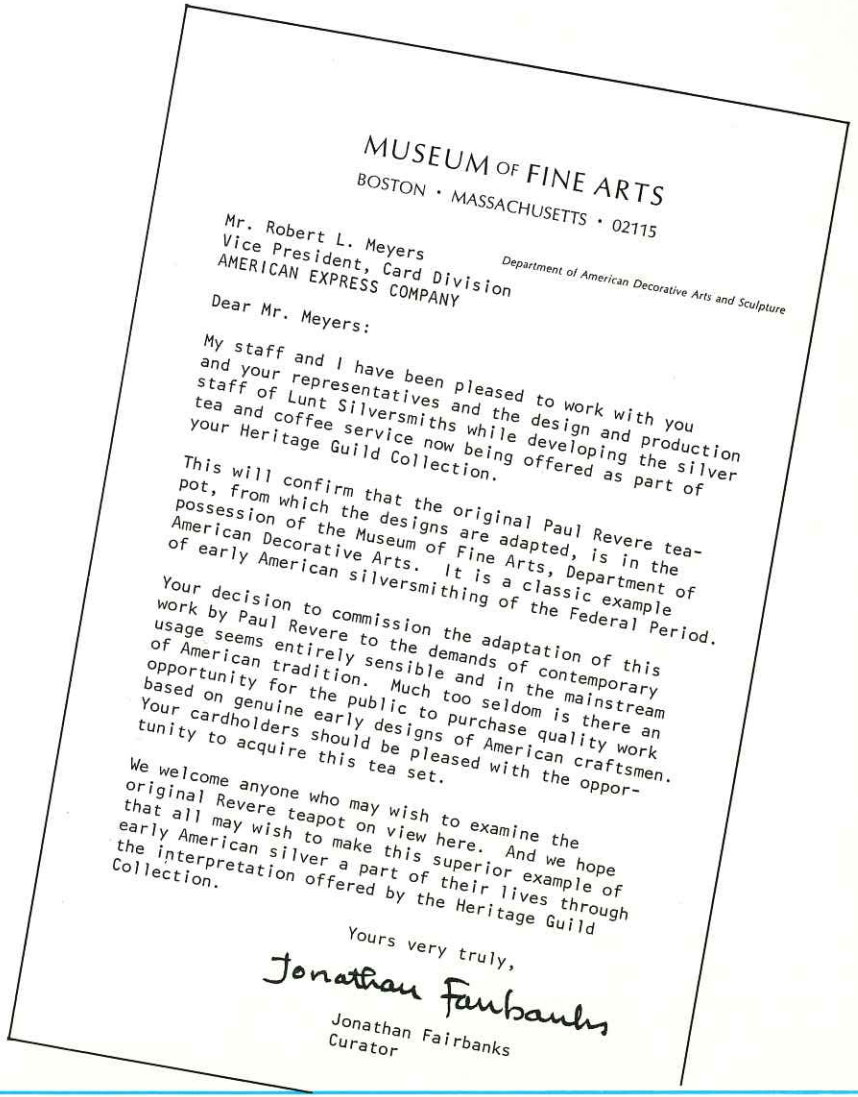
What they have created is no ordinary assemblage of mass produced plateware. Its exquisite design and proportions, implemented by the precise rendering of details and painstaking construction, speak eloquently for the superior caliber of care and workmanship with which this elegant service has been endowed.

Only the superb skill of dedicated craftsmen, combining traditional handwork with the improved tools of advanced technology could produce such a masterwork. Only the utmost devotion to an ancient art could do full justice to the precious metal in which our service is executed.

AUTHENTICATED BY MUSEUM EXPERTS...

The original Paul Revere teapot is a feature of the Pauline Revere Thayer Collection in the Museum of Fine Arts in Boston. Displayed in the American Decorative Arts Section of the museum, it is a magnetic attraction for thousands of art lovers and collectors who visit the museum to view this prized collection so uniquely representative of native American craftsmanship of the Colonial period.

In adapting the classic Revere design to the five pieces of the tea and coffee service being offered by the Heritage Guild Collection, the design and production staffs of Lunt Silversmiths drew on the resources and expertise of the museum's staff. Their cooperation and endorsement of the idea of recreating the spirit of the Revere design in a usable tea and coffee service was vital to the project. They contributed generously in helping to plan the design and details that made this exclusive Heritage Guild Collection adaptation possible.



MUSEUM OF FINE ARTS
BOSTON · MASSACHUSETTS · 02115

Department of American Decorative Arts and Sculpture

Mr. Robert L. Meyers
Vice President, Card Division
AMERICAN EXPRESS COMPANY

Dear Mr. Meyers:

My staff and I have been pleased to work with you and your representatives and the design and production staff of Lunt Silversmiths while developing the silver tea and coffee service now being offered as part of your Heritage Guild Collection.

This will confirm that the original Paul Revere teapot, from which the designs are adapted, is in the possession of the Museum of Fine Arts, Department of American Decorative Arts. It is a classic example of early American silversmithing of the Federal Period.

Your decision to commission the adaptation of this work by Paul Revere to the demands of contemporary usage seems entirely sensible and in the mainstream of American tradition. Much too seldom is there an opportunity for the public to purchase quality work based on genuine early designs of American craftsmen. Your cardholders should be pleased with the opportunity to acquire this tea set.

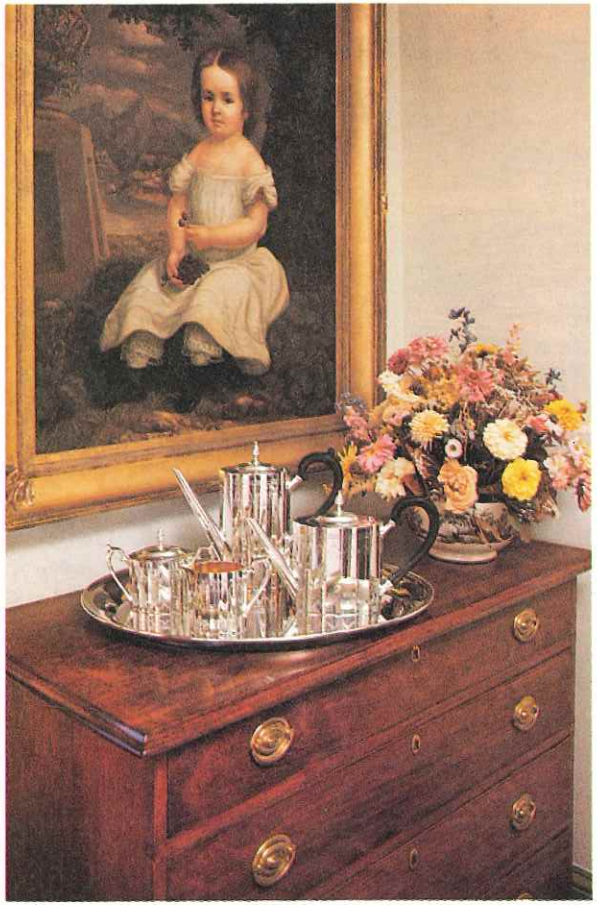
We welcome anyone who may wish to examine the original Revere teapot on view here. And we hope that all may wish to make this superior example of early American silver a part of their lives through the interpretation offered by the Heritage Guild Collection.

Yours very truly,

Jonathan Fairbanks

Jonathan Fairbanks
Curator

A HISTORIC SYMBOL, WITH EVERY DETAIL MATCHED TO AMERICA'S GREAT ARTISTIC AND CULTURAL LEGACIES.



By the late 18th Century, when Paul Revere lived and worked in Boston, life in America was no longer simply a struggle for existence. A rising middle class could afford to surround itself with comforts once restricted to landed gentry. Houses were larger, with more rooms, and furnished with handsomely designed chairs, chests, tables, even looking glasses and pictures. Table silver and plates became established standards of status as well as insurance of stability.

Revere's design reflects the taste for elegance and refinement prevalent in his time. The same feeling is successfully interpreted in the Heritage Guild Collection's Silverplate Tea and Coffee Service.

Each of the five pieces in the service created by Lunt Silversmiths is clearly related to Revere's neo-Classical design. They all follow the basic Classical oval form. The sides of all the pieces are fluted as in the original. A tiny bead crowns the top of the pine cone finial, and the lids are pleasantly domed.

Most authorities acknowledge Revere's mastery of the engraver's art, and this is readily evident in the Heritage Guild Collection's adaptation. The delicate lines of Revere's pattern enhance each piece by breaking up the gleaming surface into sparkling starbursts of reflected light.

Above all, none of the symmetry and graceful proportions have been lost. The total effect is one of true elegance, recalling the artistry of the original silversmith.

A MASTERPIECE MADE TO BE LIVED WITH AND ENJOYED.

This is one collectors' item which is not made to be locked away or hung on the wall. The Heritage Guild Tea and Coffee Service will not only enhance the decor of your home, but also become a gracious part of your life and living.

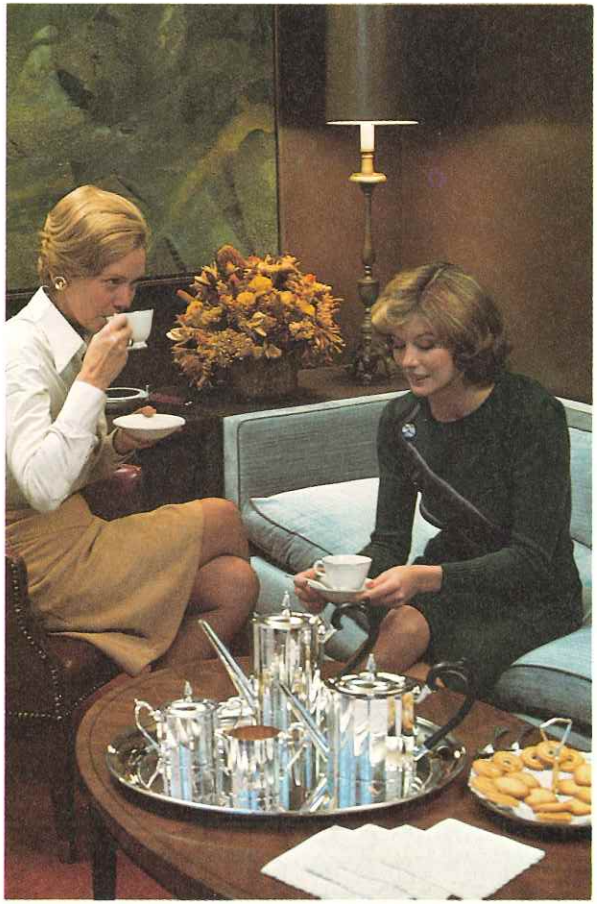
To truly appreciate the beauty and usefulness of this elegant silver, you should examine and live with it in your own home for the free 15-day trial period which American Express offers you.*

All you need do is fill out and return the enclosed postage paid Free Trial Reservation Form.* The tea and coffee service will be sent to you for your inspection. Display it among your own furnishings. Examine it closely. If, after fifteen days, you decide not to keep it, simply return it with no obligation whatever.

If you decide that you want to keep this magnificent Heritage Guild Collection offering, you may charge it to your American Express Card Account. Payments can be extended if you wish. Details are given in the Reservation Form.

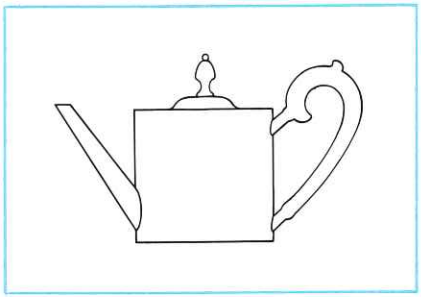
Please remember, Lunt's high standards of custom craftsmanship limit the number of services that can be produced. To avoid disappointment, and ensure your lasting enjoyment of this superlative set, your reservation should be made now.

*Subject to credit approval

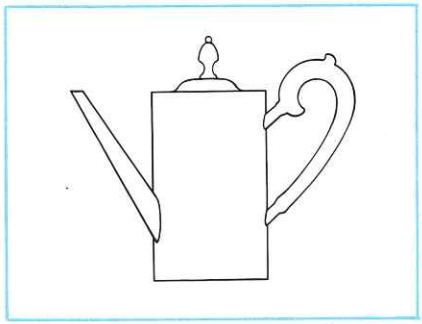


SPECIFICATIONS:

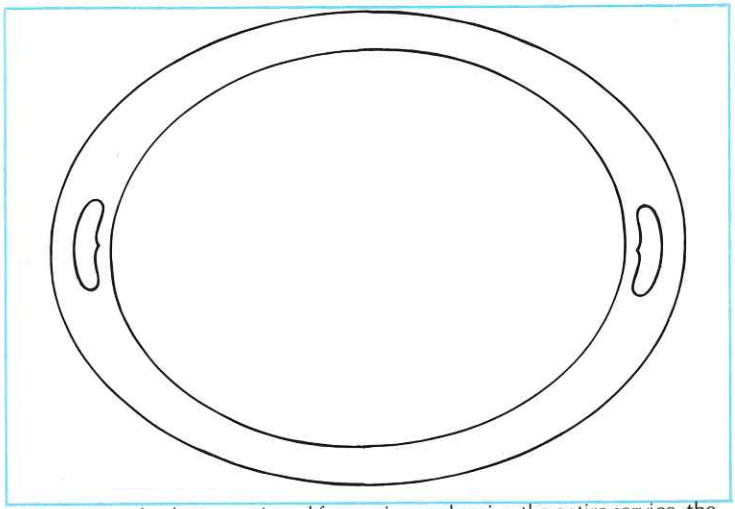
Painstaking workmanship and top quality materials assure you of a lifetime of pleasure and enjoyment from the Heritage Guild Collection tea and coffee service. Made to be used, as well as displayed in your home, the set is basically hand-made by the craftsmen of Lunt Silversmiths. All pieces are of brass, heavily silver-plated to assure a lifetime of gleaming beauty. Handles of the tea and coffee pots are made of specially developed composition, with the look and luster of ebony, but far more durable and lasting. They will not crack or craze, even under the hardest use or from immersion when washing. All pieces are standard plated teaware size and are illustrated here in scale.



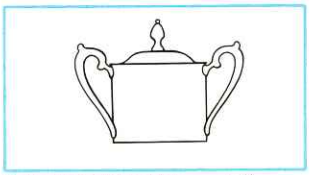
THE TEAPOT: slightly larger than the Revere original to meet today's demand for larger capacity; 6 1/4" high by 12" wide from spout to handle; weight is 1 lb., 12 ozs.; capacity 37 ozs.



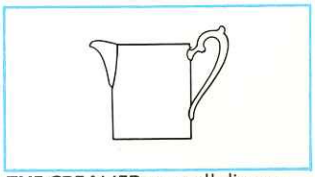
THE COFFEEPOT: the perfect complement to even the most elegant formal dinner; 9 1/2" high by 11 1/8" wide from spout to handle; weight is 1 lb. 14 oz., capacity 40 oz.



THE TRAY: perfectly proportioned for serving or showing the entire service, the tray is 21 3/4" long by 16 1/8" wide including handles; weight is 3 lbs. 3 ozs.



THE SUGAR BOWL: overall dimensions, 4 3/4" high, 6 3/4" wide including handles; weight 1 lb., 1/2 oz.



THE CREAMER: overall dimensions, 4 1/2" high, 5 1/4" wide including handles; weight 10 oz.; capacity 10 oz.

KEEP THIS PART FOR YOUR RECORDS.

DISCLOSURE STATEMENT

The **Cash Price** is **$449.50** plus **$7.50** insurance, shipping and handling, plus sales tax, if any, for the Heritage Guild Collection Silverplate Tea and Coffee Service. You may pay the **Amount Financed, $449.50,** in **10 Consecutive Monthly Payments** of **$44.95** each, to be billed after the Free 15-day Trial Period. The insurance, shipping and handling charge of **$7.50** plus sales tax, if any, will be added to the bill at the time you are billed for your first payment. **The Total of Payments $449.50** plus the shipping and handling, plus sales tax, if any, for each service.

THERE IS NO FINANCE CHARGE AND NO DOWN PAYMENT. THE COST OF CREDIT IS INCLUDED IN THE PRICE QUOTED FOR THE GOODS AND SERVICES. If Cardmember fails to pay the Total of Payments or any portion thereof when due, the entire unpaid balance shall, at American Express Company's election, become immediately due. A Delinquency Charge of **1 1/2%** per month (but not in excess of lawful maximum) may be added on any amount **60** days or more in arrears if not received prior to the next monthly billing date and thereafter on any amount **60** days or more in arrears until paid.

AMERICAN EXPRESS COMPANY, CARD DIVISION
770 Broadway, New York, N.Y. 10003

By:

Robert L. Meyers
Vice President, Card Division
American Express Company

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THESE NUMBERS TO BE USED FOR MERCHANDISE ORDERING ONLY.

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